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REPLY UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.	)	
Serial No.: 10/043,714	)	Examiner: Nguyen Ba, Hoang Vu A.
Filed: January 9, 2002	)	Group Art Unit: 2623
For: SYSTEM, METHOD, AND SOFTWARE	)	Confirmation No.: 6438
APPLICATION FOR TARGETED	)	<b>Response to Final Office Action</b>
ADVERTISING VIA BEHAVIORAL MODEL	)	<b>dated March 24, 2008</b>
CLUSTERING, AND PREFERENCE	)	
PROGRAMMING BASED ON BEHAVIORAL	)	
<u>MODEL CLUSTER</u>	)	

**RESPONSE TO FINAL OFFICE ACTION DATED MARCH 24, 2008**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby responds to the Final Office Action of March 24, 2008, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. Please charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 9 of this paper.